

Message Text

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PAGE 01 STATE 147091
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R 232334Z JUN 77
FM SECSTATE WASHDC
TO AMEMBASSY LAGOS

UNCLAS STATE 147091

E.O. 11652: N/A

TAGS: BEXP, NI

SUBJECT: LAGOS INTERNATIONAL FAIR: RECRUITMENT
AMBASSADORIAL INITIATIVE

1. OVER COURSE OF PAST WEEK TWO VARIATIONS OF RECRUITMENT DIFFICULTIES HAVE DEVELOPED IN REGARD TO AMERICAN COMPANY PARTICIPATION IN USDOC EXHIBITION IN LAGOS INTERNATIONAL FAIR. WASHINGTON FEELS THAT PERSONAL APPROACH BY AMBASSADOR TO U.S. COMPANY REPRESENTATIVES/ AGENTS IN LAGOS COULD BE OF CONSIDERABLE ASSISTANCE IN STRESSING IMPORTANCE OF U.S. IDENTIFICATION AT THE FAIR TO THESE COMPANIES.

2. FIRST SITUATION INVOLVES OIL COMPANIES AND OIL SERVICE FIRMS. SEVERAL FIRMS CONTACTED BY WASHINGTON IN REGARD TO FAIR PARTICIPATION REPLIED IN THE NEGATIVE. COMPANIES CONTEND THAT THEY ARE LARGE ENOUGH IN NIGERIA AND HAD BEEN THERE LONG ENOUGH TO BE WELL KNOWN AND UNCLASSIFIED

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CONSEQUENTLY NOT IN NEED OF FAIR PARTICIPATION.

3. SECOND INSTANCE INVOLVES NUMBER OF U.S. FIRMS, E.G. JOHN DEERE, BLOW KNOX, CATERPILAR, WHOSE NIGERIAN AGENTS PLAN TO EXHIBIT ALL OF THEIR LINES (INCLUDING EUROPEAN AND JAPANESE LINES) AS LOCAL NIGERIAN COMPANIES. HOME OFFICES

OF U.S. COMPANIES SEE BENEFITS IN USDOC PARTICIPATION; BUT
WISH TO SUPPORT THE OVERALL EFFORTS OF THEIR AGENT.

4. IN BOTH INSTANCES PERSONAL INVOLVEMENT BY AMBASSADOR
MAY BE ABLE TO CONVEY TO U.S. REPRESENTATIVES ON SEAT IN
LAGOS THE BENEFITS OF PARTICIPATION IN U.S. EXHIBIT.
WHILE WASHINGTON WOULD NOT EXPECT ALL OIL COMPANIES TO
PARTICIPATE INDIVIDUALLY, AMBASSADOR COULD IN HIS TALKS
WITH OIL COMPANY PERSONNEL STRESS ROLE OF FAIR AS VEHICLE
FOR HIGHLIGHTING U.S.-NIGERIA TECHNICAL COOPERATION, ROLE
OF PRIVATE INVESTMENT PARTICIPATION IN NIGERIA'S DEVELOP-
MENT. AS FAR AS ATTRACTING LOCAL AGENTS, AMBASSADOR
SHOULD STRESS THE BENEFITS OF HIGHLIGHTING AMERICAN
IDENTITY OF THE FIRMS REPRESENTED AS WELL AS THE PROMOTION
AND MARKETING SERVICES WHICH USDOC WILL PROVIDE. SUGGES-
TION COULD BE MADE THAT IT IS NOT UNCOMMON FOR LARGE
DISTRIBUTOR OF MULTINATIONAL LINES TO TAKE SPACE IN A
USDOC EXHIBIT FOR ITS U.S. COMPANIES AND TO TAKE A SECOND
AREA IN EITHER THE HOST COUNTRY AREA OR IN THE GENERAL
FAIR AREA TO DISPLAY ITS OTHER LINES OF EQUIPMENT. IN
SUCH INSTANCES U.S. HOME OFFICE USUALLY QUITE WILLING TO
ASSIST LOCAL REPRESENTATIVES WITH PORTION IF NOT ALL OF
USDOC PARTICIPATION FEE. CHRISTOPHER

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Message Attributes

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Concepts: n/a
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